FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00055107-A **Type of Permit:** FILMING **Release Date:** 08/14/2012

Production Company WHITE WHALE CONTENT, LLC DBA THE BREED

Insured Company Name WHITE WHALE CONTENT, LLC DBA THE BREED

Contact Phone No. 1 310-460-7280
Contact Phone No. 2
Fax
Address 50 ELDRIDGE STREET, 6TH FLOOR
NEW YORK, New York 10002

Production Title KEURIG

Type of Production Commercial - Standard

Producer Hope Farley

Director Vini Costa

1st AD Nick Conroy

Production Manager Bobby Close

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Kieron Estrada
Primary Phone Mobile - 213-819-6907
Secondary Phone

Location Assistant n/a n/a
Primary Phone Mobile - 213-819-6907
Secondary Phone

Fees

Posting 300	$69.00
Posting 900	$207.00
Notification Charge	$310.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY FIRE SAFETY OFFICER	$1,088.00
FILMLA MONITOR FEES	$480.00
FILMLA MONITOR FEES OVERTIME	$360.00
FILMLA MONITOR FEES - DOUBLE TIME	$480.00

Total Permit Fee $3,094.00

Number of Locations 2

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Summary Information — Location

Permit Number	F00055107-A	**Location Manager**	Kieron Estrada
Production Company	WHITE WHALE CONTENT, LLC DBA T...	Primary Phone	Mobile - 213-819-6907
Insured Company	WHITE WHALE CONTENT, LLC DBA T...	Secondary Phone	
Production Title	KEURIG		

Location Address 4215 Beck Ave, Los Angeles, CA, 91604

Location Type Private Residence

Location Description PRIVATE RESIDENCE

Film Dates 8/15/2012 - 8/15/2012 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	4
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 02 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Coordinator Note FILM LA MONITOR REQUIRED FROM 0600-2200 HRS.

Coordinator Note RIDER A RELEASES LOCATION

Coordinator Note NO PARKING IN FRONT OF 4221 BECK AVE.

Parking
Base Camp
Location Type : Filming Location
Crew Parking
Location Type : Other Location
19414 Ventura Blvd, Los Angeles, CA, 91356
Parking Notes
SPOT CHECK FOR CREW PARKING AT ST. JAMES PRES.

Posting "No Parking" signs W/S BECK AVE., ACAMA ST - SOUTH 75'
S/S ACAMA ST., BECK AVE. - WEST 100'

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Summary Information

Location

Permit Number	F00055107-A	**Location Manager**	Kieron Estrada
Production Company	WHITE WHALE CONTENT, LLC DBA T...	Primary Phone	Mobile - 213-819-6907
Insured Company	WHITE WHALE CONTENT, LLC DBA T...	Secondary Phone	
Production Title	KEURIG		

W/S BECK AVE., ACAMA ST - NORTH 200'
W/S OF BECK AVE. FROM CHIQUITA ST. - NORTH 100'
W/S OF BECK AVE. FROM CHIQUITA ST. - SOUTH 150'

Approximate Footage 601 - 900 **Log Number** 40727

Date(s) 8/15/2012 to 8/15/2012 **Time(s)** 07:00 to 22:00

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Summary Information

Location

Location 2 of 2

Permit Number	F00055107-A	**Location Manager**	Kieron Estrada
Production Company	WHITE WHALE CONTENT, LLC DBA T...	Primary Phone	Mobile - 213-819-6907
Insured Company	WHITE WHALE CONTENT, LLC DBA T...	Secondary Phone	
Production Title	KEURIG		

Location Address 332 N Swarthmore Ave, Los Angeles, CA, 90272

Location Type Private Residence

Film Dates 8/16/2012 - 8/16/2012 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached documents
Pacific Palisades July 2009.pdf
Palisades Bluff July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	4
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	50
LA City UFSO assigned	29725

Filming Activities Interior Dialogue; 3 trcuks on street and one generator;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT — Mark Buck
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Jazmyn Davis

Coordinator Note FILM LA MONITOR REQUIRED FROM 0600-2200 HRS.

Coordinator Note RIDER A RELEASES LOCATION

Parking
Base Camp
Location Type : Filming Location
Crew Parking
Location Type : Filming Location
Parking Notes
CREW PARKING AT TEMESCAL CANYON PARK

Posting "No Parking" signs W/S SWARTRHMORE AVE., FRIENDS ST. - SOUTH 150'

Approximate Footage 0 - 300 **Log Number** 40730

Date(s) 8/16/2012 to 8/16/2012 **Time(s)** 07:00 to 22:00

NOT A PERMIT

SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

FilmL.A., Inc. NOT A PERMIT

SPECIAL FILMING CONDITIONS ADDENDUM
PACIFIC PALISADES BLUFF AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Palisades Bluff area is bounded by Bowdoin Street on the north, Temescal Canyon on the west, Palisades Park on the east and Via De Las Olas on the south. Streets in the area are very narrow, and filming activities can pose significant problems for nearby residents and traffic through the area. The following Special Filming Conditions conditions have been established to mitigate the concerns of local residents and to ensure traffic can move through the area safely.

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **No equipment vehicles may be parked on Friends Street and Beirut Street.**
- **A maximum of three (3) trucks may be parked in the area.** *They must be parked on one side only of the filming location block or in areas approved by FilmL.A.*
- **Parking on Via de las Olas is prohibited. Production companies may use stake beds to load and unload equipment in front of filming location only.**
- **Catering on the bluff area of Via de las Olas is strictly prohibited.**
- **When filming at 326 Swarthmore Avenue, parking is permitted on the west side of Swarthmore Avenue only. Street is narrow and the east side of the street is already posted 'No Parking anytime'.**
- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

NOTE: These Conditions are in addition to the Palisades Special Filming Conditions.

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